

in response to determining said message does correspond to said predetermined type:

formatting and presenting said message according to a first format, wherein said first format includes a main message and at least one selectable option, said option being received in said received e-mail message;  
presenting information related to the option in response to detecting said option is selected; and  
determining whether a reply message identifying the selected option is to be transmitted.

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21. (New) The method of claim 20, wherein said predetermined type is a one-touch email type.
22. (New) The method of claim 21, wherein if said message does correspond to said predetermined type, said received message includes programming code corresponding to said option, wherein said code includes a short option configured to describe said option in a brief manner, and said code includes a long option configured to describe said option in an extended manner.
23. (New) The method of claim 20, wherein the electronic message is received via an interactive television system.
24. (New) The method of claim 23, wherein the at least one option is selected by using a television remote control device.
25. (New) The method of claim 23, wherein in response to determining said reply message is to be transmitted, the reply message is automatically generated and sent responsive to a single indication received from a viewer.
26. (New) The method of claim 25, wherein the reply message is sent to the original sender of the received electronic message.
27. (New) The method of claim 20, further comprising determining whether a second option has been selected if it is determined that the reply message identifying the selected option is not to be transmitted.
28. (New) The method of claim 27, wherein the second option is selected by selecting a key on a remote control device, wherein the key corresponds to the second option.
29. (New) The method of claim 20, wherein the received message corresponds to an advertisement for a product or service, and wherein said reply message indicates an interest in the product or service by the user.

30. (New) The method of claim 25, wherein the selected option is identified in a header of the reply message.
31. (New) A method for sending an e-mail message comprising:  
creating an e-mail message, said message including:  
an indication said e-mail message corresponds to a predetermined e-mail message type of a plurality of e-mail message types;  
a main message;  
at least one selectable option;  
information related to the option, wherein the information is to be presented after the option has been presented and selected;  
and  
transmitting the e-mail message.
32. (New) The method of claim 31, wherein the predetermined type is a one-touch email type.
33. (New) The method of claim 31, wherein the electronic message is transmitted via an interactive television system.
34. (New) The method of claim 33, wherein the at least one option is to be selected by using a television remote control device.
35. (New) The method of claim 33, wherein the at least one option is to be identified in an automatically generated reply message if the at least one option is selected.
36. (New) The method of claim 35, wherein the selected option is identified in a header of the reply message if the selected option is to be transmitted.
37. (New) The method of claim 31, wherein the main message corresponds to an advertisement for a product or service, and wherein said option is selectable by a user to indicate an interest in said product or service.
38. (New) A system for responding to an electronic message comprising:  
a processor configured to:  
detect a received e-mail message;  
determine whether said message includes an indication that said e-mail message corresponds to a predetermined e-mail message type;  
in response to determining said message does not correspond to said predetermined type, present said message as a normal e-mail message;  
in response to determining said message does correspond to said predetermined type:

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format and present said message according to a first format, wherein said first format includes a main message and at least one selectable option;  
present information related to the option in response to detecting said option is selected; and  
determine whether a reply message identifying the selected option is to be transmitted;

a memory coupled with the processor, wherein the memory is configured to provide instructions to the processor.

39. (New) A computer program product for responding to an electronic message, said product comprising a computer readable medium including program instructions executable to:

detect a received e-mail message;  
determine whether said message includes an indication that said e-mail message corresponds to a predetermined e-mail message type;  
in response to determining said message does not correspond to said predetermined type, present said message as a normal e-mail message;  
in response to determining said message does correspond to said predetermined type:  
format and present said message according to a first format, wherein said first format includes a main message and at least one selectable option;  
present information related to the option in response to detecting said option is selected; and  
determine whether a reply message identifying the selected option is to be transmitted.

40. (New) The computer program product of claim 39, wherein the computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard drive, and data signal embodied in a carrier wave.